

KOMU-TV

ANNUAL EEO PUBLIC FILE REPORT

The Purpose of this Annual EEO Public File Report is to comply with Section 73.2080(c)(6) of the FCC's 2002 EEO Rule. This Report has been prepared on behalf of the Station Employment Unit that is comprised of the following station: KOMU-TV, Columbia, MO and is required to be placed in the public inspection file of this station and on its web site.

The information contained in this Report covers the time period beginning October 1, 2010 to and including September 30, 2011 (the "Applicable Period").

The FCC's 2002 EEO Rule Requires that this Report contain the following information:

1. A list of all full-time vacancies filled by the Station comprising the Station Employment Unit during the Applicable Period;
2. For each vacancy, the recruitment source(s) utilized to fill the vacancy(including if applicable, organizations entitled to notification pursuant to Section 73.2080(c)(1)(ii) of the new EEO Rule, which should be separately identified), identified by name, address, contact person and telephone number;
3. The recruitment source that referred the hiree for each full time vacancy during the Applicable Period;
4. Data reflecting the total number of persons interviewed for full-time vacancies during the Applicable Period and the total number of interviewees referred by each recruitment source utilized in connection with such vacancies; and
5. A list and brief description of the initiatives undertaken pursuant to Section 73.2080(c)(2) of the FCC rules.

Appendices 1, 2 and 3 which follow have been designed, in aggregate, to provide the required information. Please note that the numbers listed on Appendix 2 under the column entitled "Positions for Which This Source was Utilized" refer to the number of the full-time positions listed on Appendix 1.

For purposes of this Report, a vacancy was deemed "filled" not when the offer was extended but when the hiree accepted the job offer. A person was deemed "interviewed" whether he or she was interviewed in person or over the telephone.

Appendix 1 to
Annual EEO Public File Report
Covering the Period October 1, 2010 - September 30, 2011
Station Comprising Station Employment Unit: KOMU-TV

Section 1: Vacancy Information

Full-Time Position Filled By Job Title	Total Interviewees	Recruitment Source of Hiree
1. Broadcast Engineer II	2	Employee Referral
2. Broadcast Electronic Technician I	2	MU Employment Portal
3. TV Anchor	1	Current Employee
4. Custodian	2	Current Employee
5. TV Producer	5	Employee Referral
 Total # of people interviewed during applicable period	 12	

Appendix 2 to
Annual EEO Public File Report
Covering the Period October 1, 2010 - September 30, 2011
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Section 2: Recruitment Source Information

Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
National Association of Broadcasters	N/A	nab@nab.org	1771 N Street NW Washington, DC 20036	1 & 2	0
American Women in Radio & Television	N/A	N/A	1760 Old Meadow Rd Suite 500 McLean, VA 22102-4306	1 & 2	0
RTDNA	N/A	N/A	4121 Plank Rd Fredericksburg, VA 22314	1 & 2	0
Missouri Broadcasters Assn.	Don Hicks, Executive Director	dhicks@mbaweb.org	P.O. Box 104445 Jefferson City, MO 65110-4445	1 & 2	0
Association for Women in Communications	N/A	N/A	3337 Duke St. Alexandria, VA 22314	1 & 2	0
Emma Brown Foundation for Minority Interests in Media	N/A	N/A	1299 Pennsylvania Ave. NW. 9 th Floor Washington, DC 20004-2400	1 & 2	0
International Women's Media Foundation	N/A	N/A	1625 K St. NW. Suite 1275 Washington, DC 2006	1 & 2	0
National Association of Black College Broadcasters	N/A	N/A	P.O. Box 3191 Atlanta, GA 30302	1 & 2	0
National Association of Black Journalists	N/A	N/A	8701-A Adelphi Rd Adelphi, MD 20783-1716	1 & 2	0
National Association. Of Black-Owned Broadcasters	N/A	N/A	1155 Connecticut Ave NW Suite 600 Washington, DC 20036	1 & 2	0
National Association of Hispanic Journalists	N/A	N/A	1000 National Press Building Washington, DC 20045-2001	1 & 2	0
National Association of Minority Media Executives	N/A	N/A	7950 Jones Branch Dr. McLean, VA 22107	1 & 2	0
National Lesbian and Gay Journalists Association	N/A	N/A	1420 K Street NW Washington, DC 20005	1 & 2	0

Company Name	Contact Name and Title	E-mail	Address	Position for which this source was utilized	Total number of interviews this resource provided
Native American Journalists Association	N/A	N/A	University of South Dakota 414 Clark St. Vermillion, SD 57069	1 & 2	0
Native American Public Telecommunications	N/A	N/A	P.O. Box 83111 Lincoln, NE 68501	1 & 2	0
South Asian Journalists Association	N/A	N/A	2950 Broadway New York, NY 10027	1 & 2	0
Minorities in Communication	N/A	N/A	1621 College St Columbia, SC 29208	1 & 2	0
Asian American Journalist Association	N/A	N/A	1182 Market St. Suite 320 San Francisco, CA 94102	1 & 2	
Black Culture Center	N/A	N/A	813 Virginia Ave Columbia, MO 65211	1 & 2	0
CCNMA	N/A	N/A	USC Annenberg School of Journalism 727 W. 27 th St. Los Angeles, CA 90089-7725	1 & 2	0
Black Broadcasters Alliance	N/A	N/A	3474 Wm. Penn Hwy Pittsburgh, PA 15235-5410	1 & 2	0
University of Missouri Employment Opportunities Portal	Lori Goins, Administrative Asst.	goinsl@missouri.edu	1095 Virginia Avenue Columbia, MO 65211	1,2,3,4,5	5
Facebook	News Director, KOMU	Woelfels@missouri.edu	5550 Highway 63 South	5	2
Employee Referrals				1,2,3,4,5	3
Current Employee				3,4	2

*KOMU-TV has broadcast 2-4 times per month announcements soliciting organizations who wish to receive information about job openings at KOMU-TV. To date no organizations have responded.

Appendix 3 to
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Section 3: (Non-Vacancy Specific) Recruitment Activities Undertaken by KOMU-TV

Scholarship Program

Each year, KOMU-TV, along with KBIA-FM, presents a scholarship to the outstanding minority student in the Broadcast News sequence in the Missouri School of Journalism. The student must have the qualities of energy, enthusiasm, accuracy, and a desire to excel in journalism. The student selected must also have at least one year of school remaining. KOMU-TV News Department Representative and Missouri School of Journalism Instructor Greeley Kyle, under consultation with a staff member from KBIA, made the selection which was awarded in April of 2010. This year the scholarship was awarded to a female minority student currently enrolled as a sophomore at the University of Missouri's School of Journalism.

Internship Program

The KOMU-TV internship program exposes college students to the dynamic responsibilities of a television station. Interns work 5-10 hours a week learning basic station operations. Past interns benefitted from opportunities in the station's Production, Promotion and Sales Departments. During the 2010 Fall Semester, 2 interns gained experience in KOMU's Promotion Department. During the 2011 Winter Semester, 1 intern gained experience in KOMU's Promotion Department. During the 2011 Spring Semester, 1 intern gained experience in KOMU's Promotion Department. During the Winter Semester 2011 one intern gained experience in KOMU's Creative Services Department. During the Summer Semester 2011 one intern gained experience in KOMU's Creative Services Department. A number of past interns have gained employment with KOMU-TV after graduation.

Station Visits/Tours

KOMU-TV staff members regularly conduct station tours. Participants, which include students from local schools, local youth groups and other community organizations, are provided with opportunities to observe station operations and ask questions regarding station operations and opportunities in the broadcast industry. The station's staff often assists local youth groups with information necessary to help them obtain merit badges.

Date	Organization	Notes
10/14/2010	Mom Group	A group of mothers with small children came to KOMU to learn about journalism and television.
12/3/2010	Cub Scouts	A tour was given to a group Cub Scouts. They learned about newsgathering.
1/18/2011	Cub Scouts	A tour was given to a group of 17 Cub Scouts. They learned about newsgathering.
1/26/2011	Cub Scouts	A tour was given to a small group of 6-7 year old boys. They learned about newsgathering.
1/28/2011	Boy Scouts	A group of 12 first grade boys came to KOMU to learn about newsgathering.

2/16/2011	Parkade Elementary	Two Parkade elementary students came to job shadow.
3/8/2011	Cub Scouts	A group of 6-7 year old boys came to KOMU to learn about careers in TV.
4/25/2011	Cub Scouts	A group of 6-10 year old boys came to KOMU to learn about newsgathering.
5/16/2011	Lange Middle School	Twenty-five students from Lange Middle School came to KOMU to learn about careers in TV.
5/16/2011	Bear Broadcasting	Twenty-six fourth and fifth graders came to KOMU to learn about broadcast journalism.

Career Day/Partners in Education

KOMU-TV staff members are often involved in local efforts for career education in Mid-Missouri. The station's staff members regularly visit area schools where they speak about journalism and broadcasting and the opportunities within those industries.

Date	Organization	
10/28/2010	Mexico Elementary School	Eric Aldrich spoke to a group of 4th and 5th grade students about the weather.
10/28/2010	Columbia Elementary Schools	Meteorologist Michelle Bogowith spoke to a group of children about weather forecasting.
11/11/2010	Montgomery County Middle School	Scott Schaefer spoke to a group of 7th graders about KOMU and Honor Flight.
11/11/2010	Wentzville Elementary	Scott Schaefer spoke to a group of student and WWII Veterans about KOMU and Honor Flight.
12/1/2010	University of Missouri Campus	Meteorologist Michelle Bogowith visited a preschool class to educate them about weather.
12/14/2010	Gratz Brown Elementary	Angie Bailey spoke to a group of students about careers in journalism.
1/27/2011	Lewis and Clark Middle School	Megan Murphy spoke to a group of 7th graders about careers in broadcast journalism.
1/27/2011	University of Missouri	Michelle Bogowith represented KOMU at a mentoring event sponsored by the University.
1/28/2011	Christian Chapel Academy	Michelle Bogowith educated a group of 3rd graders about weather patterns.
1/28/2011	Columbia Catholic School	Chris Gervino spoke to 7th and 8th graders and their parents at a Winter Sports Banquet.
2/10/2011	Gentry Middle School	Sarah Hill spoke to a group of 12-year-olds about careers in journalism.
2/10/2011	Gentry Middle School	Angie Bailey spoke to a group of 12-year-olds about careers in journalism.
2/22/2011	Lewis and Clark Middle School	Chance Seales spoke to a group of 7th graders about the importance of writing in journalism.
3/3/2011	Immaculate Conception	Michelle Bogowith spoke to a group of students about weather patterns and occurrences.
3/8/2011	Columbia Independent	Megan Murphy spoke to a group of 3rd graders about careers in broadcast journalism.
3/16/2011	Gentry Middle School	Dave Schmidt spoke to a group of 7th graders about severe weather and careers in TV.

3/22/2011	Midway Heights Elementary	Eric Aldrich spoke to a group of 1st grade students about weather patterns and science.
3/23/2011	Christian Fellowship	Michelle Bogowith visited a group of 3rd graders to answer their weather questions.
3/24/2011	South School – Jefferson City	Eric Aldrich visited a group of kindergartners to teach them about weather.
3/24/2011	South School – Jefferson City	Eric Aldrich visited a group of 5th grade students to answer weather questions.
3/24/2011	Boonville Elementary	Michelle Bogowith spoke to a group of kindergartners about weather patterns.
4/15/2011	Russell Blvd Elementary	Michelle Bogowith educated a group of children about how weather is forecasted.
4/28/2011	Montgomery City Elementary	Eric Aldrich visited a group of 2nd graders and spoke about science and weather.
4/29/2011	Blue Ridge Elementary	Eric Aldrich visited a 3rd grade class to educate them about weather and answer questions.
5/11/2011	MACC – Moberly	Megan Murphy spoke to a group of 300 6th and 7th graders about the importance of going to college.
5/13/2011	Southern Boone Middle School	Michelle Bogowith spoke to 7th graders about science and how weather forecasts are made.
5/16/2011	New Bloomfield Elementary	Michelle Bogowith spoke to students about science and how weather forecasts are made.
5/19/2011	Middleton Elementary	Michelle Bogowith spoke to students about science and how weather forecasts are made.
5/20/2011	Mill Creek Elementary	Eric Aldrich visited a group of kindergartners to answer weather questions.
6/30/2011	University of Central Missouri	Megan Murphy spoke at Missouri Boys State about careers in journalism.

Employee Training

A web based video news program focusing on a variety of workplace human resource issues is shared monthly with station management. Sample topics include: Disability Discrimination in the Workplace and Questions about FMLA Leave. Videos are supplied by the Missouri Broadcasters Association.

KOMU-TV consistently cross trains part time employees specifically in our production department to encourage development and potential full time opportunities. KOMU's Production Department tends to promote from within due to this practice. Many part time production employees are students looking to develop skills and prepare themselves for employment after graduation.

Job Fair

KOMU-TV participated in a University of Missouri Hospitality, Service and Entertainment Career Fair. This job fair was attended by the Director of Programming and Promotion and General Sales Manager. Students and graduating seniors were counseled about the industry and discussed available internships and job openings.